

**RECEIVED**  
CENTRAL FAX CENTER  
FEB 10 2009



# Fax Transmittal

**To: Commissioner for Patents**

**Fax: 1-571-273-8300**

**From: Linnaea Freeman**

**Re: Filing Receipt Correction**

**Pages (including cover): 8**

**Notes: Reference: Please correct the name of the company Vendaria, Inc. on page one of the filing receipt mailed on October 10, 2008. There was an additional assignment filed and the company's name is now Vendaria Media, Inc.**

**Included with this fax is a copy of the filing receipt with a circled correction on page one and a copy of the assignment that was filed with the updated name.**

**Please Issue a corrected filing receipt. Thank you!**

**Sadler, Breen, Morasch & Colby, PS**  
422 W. Riverside Ave, Ste 424  
Spokane, WA 99201  
Phone: (509) 755-7262 - Fax: (509) 755-7252

RECEIVED OCT 13 2008

RECEIVED  
CENTRAL FAX CENTER  
FEB 10 2009

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1430  
Alexandria, Virginia 22313-1430  
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY DOCKET NO	TOT CLAIMS	IND CLAIMS
10/084,258	02/25/2002	2178	495	DAND0004	22	4

CONFIRMATION NO. 3975

CORRECTED FILING RECEIPT



0000000032511055

Date Mailed: 10/10/2008

75671

Sadler, Breen, Morasch & Colby, ps  
422 W. Riverside Ave, Suite 424  
Spokane, WA 99201

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections.

**Applicant(s)**

Kiran Venkatesh Hegde, Redmond, WA;  
Raymond Edward McGrath III, Bellevue, WA;  
Jason Matthew Walter Kind, Bothell, WA;  
Eric Kane Krause, Woodinville, WA;  
Josiah DeWitt, Renton, WA;  
Stephen M. Wyand, Renton, WA;  
Brian David Young, Seattle, WA;

**Assignment For Published Patent Application**Vendaria Media, Inc. Vendaria, Inc. Seattle, WA**Power of Attorney:** The patent practitioners associated with Customer Number 75671**Domestic Priority data as claimed by applicant**

This application is a CIP of 10/046,135 01/11/2002 PAT 7,155,436  
and claims benefit of 60/271,035 02/23/2001

**Foreign Applications****If Required, Foreign Filing License Granted:** 03/18/2002

The country code and number of your priority application, to be used for filing abroad under the Paris Convention,  
is **US 10/084,258**

**Projected Publication Date:** Not Applicable**Non-Publication Request:** No**Early Publication Request:** No

page 1 of 3

**Title**

Method and system for delivering technology agnostic rich media content within an email, banner ad, and Web page

**Preliminary Class**

707

**PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES**

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process simplifies the filing of patent applications on the same invention in member countries, but does not result in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at <http://www.uspto.gov/web/offices/pac/doc/general/index.html>.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce Initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

**LICENSE FOR FOREIGN FILING UNDER**

**Title 35, United States Code, Section 184**

**Title 37, Code of Federal Regulations, 5.11 & 5.15**

**GRANTED**

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where

page 2 of 3

the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

#### **NOT GRANTED**

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 8 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

**PATENT ASSIGNMENT**

Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Vendaria, Inc.	07/05/2008
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Vendaria Media, Inc.
<b>Street Address:</b>	911 Western Ave., Suite 350
<b>City:</b>	Seattle
<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98104
<b>PROPERTY NUMBERS Total: 7</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	6925495
Patent Number:	7155436
Application Number:	10084258
Application Number:	11603381
Application Number:	60261712
Application Number:	60271035
Application Number:	60217914
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(509)755-7252
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	(509) 755-7262
<b>Email:</b>	Linnaca@SBMC-Law.com
<b>Correspondent Name:</b>	Sadler, Breen, Morasch & Colby p.s.
<b>Address Line 1:</b>	422 W. Riverside Ave., Suite 424

<b>Address Line 4:</b> Spokane, WASHINGTON 99201	
<b>ATTORNEY DOCKET NUMBER:</b>	DAND-GEN
<b>NAME OF SUBMITTER:</b>	Michael K. Colby Reg. 45,816
<b>Signature:</b>	/Michael K. Colby/
<b>Date:</b>	09/16/2008
<b>Total Attachments: 2</b> source=Vendaria Inc to Vendaria Media Page1#page1.tif source=Vendaria Inc to Vendaria Media Page1#page2.tif	
<b>RECEIPT INFORMATION</b>	
<b>EPAS ID:</b>	PAT663414
<b>Receipt Date:</b>	09/16/2008
<b>Fee Amount:</b>	\$280

**ASSIGNMENT OF PATENT RIGHTS**

For good and valuable consideration, the receipt of which is hereby acknowledged, Vendaria, Inc., a Washington company, with an office at 911 Western Ave., Suite 350, Seattle, Washington 98104 ("Assignor") does hereby sell, assign, transfer, and convey unto Vendaria Media, Inc., a Washington company, with an address at 911 Western Ave., Suite 350, Seattle, Washington 98104 ("Assignee"), all right title and interest (collectively, the "Rights"):

- (a) the provisional patent applications, patent applications and patents listed in the table below (the "**Patents**");
- (b) all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, (ii) for which any of the Patents directly or indirectly forms a basis for priority, and/or (iii) that were co-owned applications that incorporate by reference, or are incorporated by reference into, the Patents;
- (c) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in any of the foregoing categories (a) and (b);
- (d) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;
- (e) all items in any of the foregoing in categories (b) through (d), whether or not expressly listed as Patents below and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;
- (f) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories (b) through (e) that (i) are included in any claim in the Patents and/or any item in the foregoing categories (b) through (e), (ii) are subject matter capable of being reduced to a patent claim in a reissue or reexamination proceedings brought on any of the Patents and/or any item in the foregoing categories (b) through (e), and/or (iii) could have been included as a claim in any of the Patents and/or any item in the foregoing categories (b) through (e);
- (g) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories (a) through (f), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;
- (h) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents and/or any item in any of the foregoing categories (b) through (g), including, without limitation, all causes of action and other enforcement rights for
  - (1) damages,
  - (2) injunctive relief, and
  - (3) any other remedies of any kind
 for past, current, and future infringement; and
- (i) all rights to collect royalties and other payments under or on account of any of the Patents and/or any item in any of the foregoing categories (b) through (h).

<u>Patent or Application No.</u>	<u>Country</u>	<u>Issuance Date/ Filing Date</u>	<u>Title of Patent and Inventors</u>
6,925,495	US	8/2/2005 (7/13/2001)	Method and system for delivering and monitoring an on-demand playlist over a network using a template  Kiran Venkatesh Hegde
7,155,436	US	12/26/2006 (1/11/2002)	Method and system for generating and providing rich media presentations optimized for a device over a network  Kiran Venkatesh Hegde
10/084,258	US	(2/25/2002)	Method and system for delivering technology agnostic rich media content within an email, banner ad, and Web page  Kiran Venkatesh Hegde

<u>Patent or Application</u>	<u>Country</u>	<u>Issuance Date/ Filing Date</u>	<u>Title of Patent and Inventors</u>
No. 11/603,381	US	(11/21/2006 )	Method and system for generating and providing rich media presentations optimized for a device over a network  Kiran Venkatesh Hegde

Assignor represents, warrants and covenants that:

(1) Assignor has the full power and authority, and has obtained all third party consents, approvals and/or other authorizations required to enter into this Agreement and to carry out its obligations hereunder, including the assignment of the Patent Rights to Assignee; and

(2) Assignor owns, and by this document assigns to Assignee, all right, title, and interest to the Patent Rights, including, without limitation, all right, title, and interest to sue for infringement of the Patent Rights. Assignor has obtained and properly recorded previously executed assignments for the Patent Rights as necessary to fully perfect its rights and title therein in accordance with governing law and regulations in each respective jurisdiction. The Patent Rights are free and clear of all liens, claims, mortgages, security interests or other encumbrances, and restrictions. There are no actions, suits, investigations, claims or proceedings threatened, pending or in progress relating in any way to the Patent Rights. There are no existing contracts, agreements, options, commitments, proposals, bids, offers, or rights with, to, or in any person to acquire any of the Patent Rights.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

Assignor will, at the reasonable request of Assignee and without demanding any further consideration therefore, do all things necessary, proper, or advisable, including without limitation, the execution, acknowledgment, and recordation of specific assignments, oaths, declarations, and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, sustaining, and/or enforcing the Patent Rights.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at \_\_\_\_\_ on \_\_\_\_\_.

ASSIGNOR:

Vendara, Inc.

By

its

[Signature]  
PRESIDENT

STATE OF WA )  
 ) ss.  
COUNTY OF King )

On 5th July 2007, before me, Sam Ghimire, Notary Public in and for said State, personally appeared \_\_\_\_\_, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature

[Signature]

